



# USDA Weekly Retail Turkey Feature Activity

Fri. Jan 06, 2006

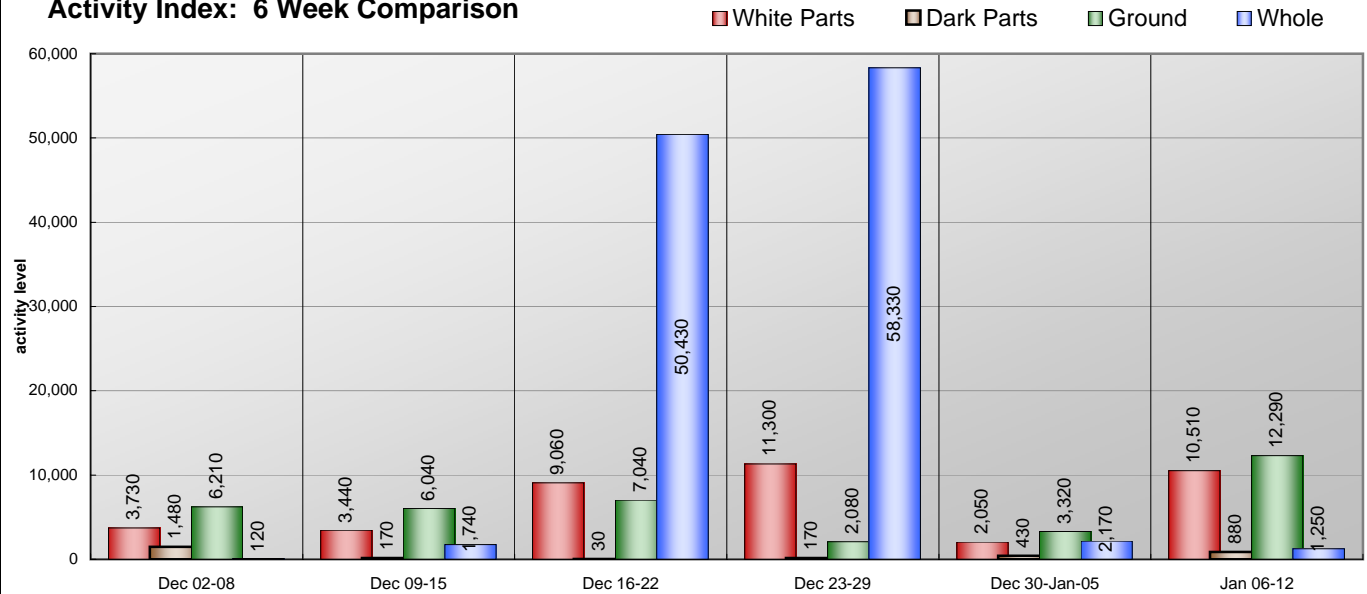
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/06 thru 01/12.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>56.3% of 16,700 outlets</b>		<b>33.5% of 16,700 outlets</b>	
<b>Special Rate 4/</b>	<b>12.1%</b>		<b>4.8%</b>	
<b>Activity Index 2/</b>	<b>24,930</b>		<b>7,970</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens			580	1.03
" - Toms			530	0.99
Frozen - Hens	620	0.81	530	1.19
" - Toms	630	0.81	530	1.19
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	490	1.97	130	2.10
Frozen	420	1.55	480	1.67
<b>Hotel Style</b>				
Fresh				
Frozen				
<b>Split, bone-in</b>				
Fresh	660	2.64		
Rotisserie	3,290	6.97	1,110	4.75
<b>Boneless, whole</b>				
Cutlets	2,580	4.26	110	3.84
Strips	910	4.33	40	3.99
Tenders	2,050	4.01	180	3.60
<b>Drumsticks</b>				
Thighs	350	1.28	40	1.19
Wings	320	1.29	20	1.39
Necks			20	1.19
Smoked Drumsticks	130	1.68	190	1.56
Smoked Wings	40	1.39	160	1.59
Smoked Necks	40	1.39		
<b>GROUND TURKEY:</b>				
Patties	12,290	2.63	3,320	2.23
Sausage	1,280	2.59	250	2.25
85% lean	2,400	2.58	780	2.34
93% lean	2,190	1.66	420	1.62
Breast	3,690	2.27	1,760	2.21
	2,730	3.96	110	3.99

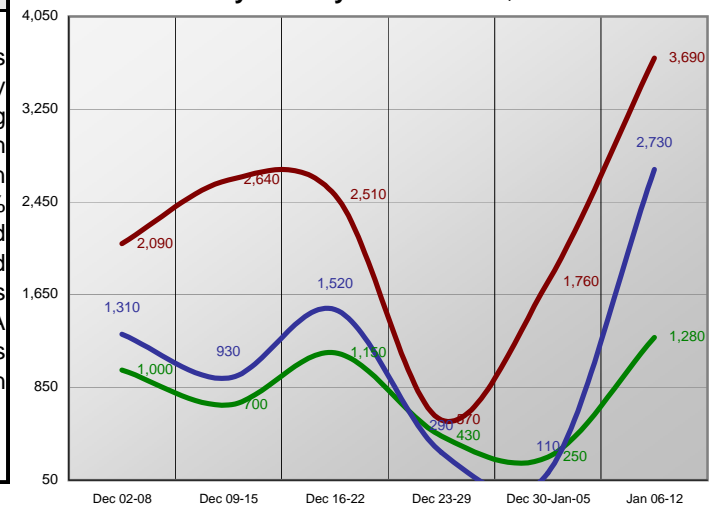
## Activity Index: 6 Week Comparison



## Turkey Featuring - 01/06 thru 01/12

Retail feature activity for turkey items is up three-fold this week led by a sharp increase in parts and ground turkey promotions. On the parts side, fresh breast cuts are being actively promoted at higher average advertised prices with the exception of whole bone-in breasts at lower prices on limited activity. Ground turkey features are up nearly 400% from last week and fairly evenly divided among all types and at mostly steady to higher average price levels. Ground turkey promotional activity is the highest yet recorded and is at a level that has not been approached since Labor Day. A significant increase in featuring of 85% lean product is noted this week. Whole bird features are limited to frozen types at significantly lower price levels.

## Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



# USDA Weekly Retail Turkey Feature Activity

Fri. Jan 06, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/06 thru 01/12.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	61.2% of 8,200 sampled outlets 20.9% of stores w/ no-price promotions Activity Index = 10,650			35.9% of 4,900 sampled outlets 6.1% of stores w/ no-price promotions Activity Index = 3,730			72.0% of 3,600 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 10,550		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79 - 0.99	360	0.82	0.79	260	0.79			
" - Toms	0.79 - 0.99	360	0.82	0.79 - 0.89	270	0.80			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.59	30	1.59				1.99	460	1.99
Frozen	1.59 - 1.69	60	1.68	1.49 - 1.59	140	1.58	1.49	220	1.49
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.99	200	2.99				2.49	460	2.49
Rotisserie	3.99 - 7.99	1,750	5.92	7.99	260	7.99	7.99 - 8.99	1,280	8.19
Boneless, whole	2.99	110	2.99						
Cutlets	2.99 - 4.99	1,180	4.04	3.99 - 4.54	230	4.41	3.63 - 5.16	1,170	4.45
Strips	3.19	40	3.19				3.63 - 4.54	870	4.38
Tenders	2.99 - 4.99	650	4.12	3.98 - 3.99	180	3.99	3.19 - 4.40	1,220	3.96
Drumsticks	1.19	30	1.19				1.29	320	1.29
Thighs									
Wings							1.29	320	1.29
Necks									
Smoked Drumsticks	1.39 - 1.99	80	1.80	1.39 - 1.99	50	1.50			
Smoked Wings				1.39	40	1.39			
Smoked Necks				1.39	40	1.39			
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.99	290	2.55	1.82 - 2.99	530	2.68	2.50 - 2.85	460	2.52
Sausage	2.40 - 2.69	930	2.60	2.40 - 2.99	530	2.49	2.46 - 3.02	940	2.62
85% lean	0.99 - 1.83	1,560	1.66	1.29 - 1.90	370	1.60	1.69	260	1.69
93% lean	1.50 - 2.59	2,150	2.08	1.82 - 2.50	590	2.12	2.39 - 4.16	950	2.81
Breast	3.49 - 3.99	870	3.95	3.49 - 4.16	240	3.95	3.19 - 4.40	1,620	3.97

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 2